



**Date:** August 11, 2008

**To:** City Manager for Council Information

**From:** Deputy City Manager

**Subject:** Additional Outreach to the Community Urging Emergency Preparedness

One of Council's 2007-09 Adopted Goals is to "strengthen emergency preparedness City-wide." To meet this goal, a number of actions and activities have been undertaken to encourage community disaster preparedness. An upcoming action is to urge households to have emergency supplies on hand which would allow them to be self-sufficient for at least 72 hours following a major disaster. This 72 hour window is estimated to be a time during which public safety resources could initially be overwhelmed following a catastrophic occurrence such as a major earthquake, so being personally prepared is important.

An insert developed by the City Manager's Office in consultation with the City's Fire Department will be included in the September 2008 municipal utility bills. The insert urges emergency preparedness, and is attached to this Agenda Report for Council information. The same message is echoed in the September 2008 issue of the "Inside Santa Clara" quarterly newspaper distributed to all residents and businesses (also attached). The outreach materials ask people to respond to indicate they are prepared. By responding, they are eligible for a random drawing to win lunch for four and a VIP tour of one of the Santa Clara City Fire Stations. The goal is to encourage more Santa Clara households to be prepared for emergencies.

Carol McCarthy  
Deputy City Manager

APPROVED:

Jennifer Sparacino  
City Manager

**Documents Related to this Report:**

- 1) *September 2008 Utility Bill Insert, "When is the best time to get ready for a disaster? Now!"*
- 2) *September 2008 "Inside Santa Clara" newspaper content*

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